



R R M D E S I G N G R O U P

Creating Environments People Enjoy

Bay Street Planned District

July 6, 2004

Bay Street Urban Design and Streetscape Plan

The Plan seeks to create a pedestrian-friendly commercial and residential mixed-use area in keeping with the scale and character of the historic buildings in the vicinity of Irvington Monument Park. The site plan shows in detail how the street will be improved with landscaping, crosswalks, street widening, parking arrangements, utility under-grounding, lighting, and street furniture. The plan also seeks to provide adequate parking to serve the anticipated residential and commercial retail development of the future.

Bay Street Planned District:

The Planned District includes all of Bay Street from Fremont Boulevard/Five Corners to Chapel Way, including properties adjacent to Papazian Way and Fremont Blvd as shown in Exhibit A. It includes a portion of the Monument Shopping Center - a 74' deep strip of land adjacent to Bay Street. It does not include the Bridgeway East parcel (separate Planned District, P-2002-91) or the Monument Plaza Park at the corner of Fremont Boulevard.

Note: certain provisions of the Planned District are modified according to Section 11 to address the implementation period starting with adoption of the Planned District and ending with the award of a possible contract for construction of the street improvements proposed in the Plan.

1. Uses

Any uses permitted in Mixed-Use Developments (Section 8-2162.9.7) and most uses allowed in the Irvington Community Commercial ("CC") District (Section 8-21101), are allowed, with the following modifications:

- New buildings and building expansions fronting Bay Street shall have ground floor retail (including restaurants) or office uses
- New development and building expansions may include residential or office uses on the upper floors (as well as restaurant expansions).
- Existing residential buildings may be converted to any use permitted in mixed-use so long as the parking and other standards of the PD are satisfied.
- The existing residential housing pattern on the south side of Bay Street is to be phased out over time and replaced with more intensive mixed-use development. Existing houses converted to retail uses may expand the retail use per the standards for this Planned District.
- Existing residential uses on first floor are nonconforming and may not expand or be divided into new residential units.

Healdsburg • San Luis Obispo • Oakdale • San Juan Capistrano

190 Foss Creek Circle, Suite G • Healdsburg, CA 95448 • Phone: 707/473-0620 • FAX: 707/473-0625
www.rrmdesign.com

This project is funded in part through the Metropolitan Transportation Commission's Transportation for Livable Communities ("TLC") program.



Permitted Uses;

Retail Stores:	Locksmith
Apparel and accessory	Hair removal service
Auto & home supply	Health clubs or spas
Retail Florist	Health services
Eating places	Hotel & motel limited service
Food stores	Individual & Family social services
Furniture	Job training office
General merchandise	Judo & karate
Hardware	Laundry cleaning (not industrial)
Home improvement	Legal counseling
Personal computer & software	Motion picture theatre (not adult)
Services:	Photographic studios
Accounting, auditing	Printing & publishing
Beauty and barber shops	Radio & TV broadcasting
Small appliance repair (camera, bicycle)	Radio & TV repair
Business services	Refrigeration & AC service and repair
Bed & Breakfast	Re-upholstery & furniture repair
Child day care	Shoe repair
Clothing & costume rental	Tanning salon
Communication	Tax preparation
Carpet & upholstery cleaning	Telephone communication
Dog Grooming	Theatrical producers (no burlesque)
Drain cleaning	Travel agencies
Engineering, Architectural & survey	Veterinary
Finance, Insurance & real estate	Watch, clock and jewelry repair
General business offices	

Prohibited Uses

Includes those prohibited uses as listed in Mixed-Use (Section 8-22148.7), and the Irvington Overlay District.

- a. Adult-oriented business
- b. Agriculture and commercial nurseries
- c. Assisted living facilities or other medical care facilities
- d. Astrology, palmistry and similar services
- e. Automotive Dealer
- f. Auto Repair
- g. Boat, trailer, and vehicle (including parts) sales, service, storage and garages
- h. Camp and trailer parks
- i. Car wash
- j. Coin operated service machine
- k. Commercial cleaning plant
- l. Drive-in/drive-through restaurants



- m. Equipment rental and sales yard
- n. Firearm dealers and gunsmith shops
- o. Fuel Dealers
- p. Hospital
- q. Laundry, commercial plant
- r. Mobile boat cleaning
- s. Recycle Facility-small
- t. Recycling center and Recyclable material collection facility
- u. Reverse Vending Machines
- v. Service Stations
- w. Taxidermist
- x. Uses involving hazardous materials or generate high level of noise incompatible with residential uses

The Zoning Administrator is authorized to deem additional uses to be permitted or prohibited based on a finding that the use is compatible or incompatible with the residential component of mixed-use development and the general nature of the types of businesses in the area.

Community Commercial uses requiring a Zoning Administrator Permit or a Conditional Use Permit may be allowed through a Planned District Amendment.

2. Standards

- a. Floor Area Ratio (FAR): Shall be the same as the standard for Mixed-Use and CC with the following exception: A minimum FAR of .5, and a maximum FAR of 1.5 are allowed for commercial and mixed uses. FAR increases can be requested as allowed in Section 10 (Approvals) below. (Note: See Section 11 for special implementation provisions).
- b. Residential units: shall have a maximum of two bedrooms.
- c. Building Height
 - 2 story; 30' maximum
 - 3 story; 40' maximum and should be limited to lots with Fremont Blvd frontage or lots over 8,000 sq. ft. located at intersections or at a corner.
- d. Setbacks
 - Commercial/Mixed-Use: 0' front yard (build to the back of sidewalk per Design Guidelines), 0' side yard, 0' rear yard, and 10' rear yard (if applicable)* (Note: See Section 11 for special implementation provisions).

*A 10' rear yard setback applies to properties on the south side of Bay Street between Trimboli Way and Chapel Way and a 20' setback is suggested. The setback areas provide the applicant with the option to develop parking in the rear of the property if a parking alley is developed as part of the Long Term Parking Concept (sheet 3 of the Plan). If a 10' setback is used, the applicant would be limited to developing parallel parking off the parking alley. If a 20' setback is used, the applicant could



develop perpendicular parking. A 0' second story rear yard building setback is permitted.

- New development of lots over 8000 sq. ft. should create setback entry courts to reduce the appearance of a long “monolithic” building façade, add places to sit or enjoy outdoor dining, and add visual variety to each building facade.
 - Interim Front Yard Treatments. This applies to lots on the south side of Bay Street when existing house structures remain after the street improvements. Remaining front yard areas should be landscaped with planters or decorative paving and should be kept clean and uncluttered. The areas may be used for outdoor dining.
- e. Sidewalk: Minimum sidewalk widths for the north side of Bay Street shall be 8'. Minimum width for the south side from Trimboli to Fremont Blvd. shall be 10' and 12' between Trimboli and Chapel.
- f. Driveway access: Curb cuts are not allowed on the south side of Bay Street between Trimboli and Chapel, except as shown on the Plan, because they would interrupt the streetscape design, create conflicts with pedestrians, and eliminate public parking to provide access to very limited on-site parking areas.
- g. Overhangs or Projections: Only awnings or small projecting signs may project over the public right-of-way and shall be subject to standards as set forth in item 2.j below, and will require an encroachment permit.
- h. Parking:

These parking standards and programs have been developed to reflect the unique conditions of Bay Street and to encourage mixed-use development that will create less reliance on automobiles and facilitate pedestrian and public transit usage. Parking requirements shall generally meet the standards in Section 8-22003 and as follows:

- 1) Standards
- Retail/Office: 1 space per 300 sq. ft.
 - Medical Office: 1 space per 200 sq. ft.
 - Restaurant: 1 space per 3.5 seats, plus 10% for employees, or 1 space per 100 sq. ft. exclusive of storage areas, whichever is greater. Note: Outdoor dining seating is exempt from parking requirements up to a limit of 30% of the indoor seating capacity. Additional outdoor seating above this limit needs to satisfy parking requirements.
 - Residential: 1.5 to 2 per unit on site
 - Mixed-Use projects (including expansions or new uses to existing mixed use buildings):
 - Residential: 1 space per unit
 - Commercial use: 1 space per 400 sq. ft.



- Restaurant: same as above except 1 per 4.5 seats, plus 10% for employees, or 1 space per 150 sq. ft. exclusive of storage areas, whichever is greater. Note: Outdoor dining seating is exempt from parking requirements up to a limit of 30% of the indoor seating capacity. Additional outdoor seating above this limit needs to satisfy parking requirements.

2) Parking Incentives & Programs

- Parking Credit: For each parcel on the south side of Bay Street between Trimboli Way and Chapel Way, where on-site private parking is to be replaced with on-street public parking (per the planned streetscape improvements), a parking credit of 1 space per 700 sq. ft. (e.g. 6 spaces per parcel) shall be applied to the total parking requirements for any new commercial development, building expansion, or change in use to a commercial use. (Note: See Section 11 for special implementation provisions).
- Parking Waiver for First Investors in Retail and Restaurant: If the City or Redevelopment Agency allocates funding for public parking lot development for the Bay Street area, parking requirements will be waived for select building additions over 600 sq. ft. and for select new buildings. For a building addition to qualify for the waiver, it must be 600 sq. ft. or greater and it must be for a retail or restaurant use. Similarly, for a new building to qualify for the waiver, the required first floor commercial use must be a retail or restaurant use. The total number of parking spaces waived under this provision will not exceed the total number of parking spaces that can be constructed with the funding for public parking. The parking space allotment will be spread among the first three major projects, at a minimum. (There will be a cap placed on the number of spaces waived per project to assure the spreading of this benefit.)
- Parking Waiver for Primary Historic Resources: Parking requirements will be waived for any changes in use for Primary Historic Resources, provided the new use is a commercial use other than medical office (however, in a case where a new medical office use is replacing an existing medical office use, the parking waiver will apply) and provided that the actual parking spaces currently serving the Primary Historic Resource continue in that service.
- All uses (including residential) for which parking cannot be accommodated on site or through a parking waiver, the property owner will be required to pay in-lieu fees or making parking arrangements for shared parking off-site.
- In-Lieu Fees: The City will determine the in-lieu fee based on the costs to develop and maintain a public parking lot with the intent to



provide an economical alternative to developing onsite parking on small lots. The City will evaluate ways to structure the payment of the in-lieu fee to make it a viable option for applicants. Fees paid under this program will be dedicated to public parking costs for Bay Street. The details of the in-lieu fee, and any limitations on the number of spaces available through this program will be set forth in the City's adoption of the fee.

3) Parking Arrangements

- Encourage shared parking agreements among private property owners, to allow nighttime residential parking in daytime retail spaces.
 - Employee parking shall be encouraged to locate on off-site shared lots or on Trimboli and Chapel Way to allow customer parking on Bay Street.
 - There shall be a two-hour parking time limit for the diagonal parking spaces on the south side of Bay Street between the hours of 10 am to 5 pm, Monday through Friday.
 - Delivery vehicles should be limited to early morning or evening delivery times and use the pullout area provided whenever possible.
 - The Planning Director may find adequate parking is provided by an adjacent parking district, or through a joint access easement with an adjacent parcel which shall be binding and run with the land, or through shared parking agreements within a reasonable distance.
 - Bicycles and light electric vehicles may park on private lots without the use of a curb-cut access. These vehicles shall not park in the building street frontage (including small setback plazas).
- i. Outdoor Dining: Is allowed provided adequate accessibility to the building and the sidewalk are maintained as follows:
- A minimum 4' wide pedestrian corridor must be provided within the sidewalk.
 - With a 15' setback from corner intersections
 - 5' clearance around public planters, bus stops, or street furniture.
 - When alcohol is to be served outdoors, an ornamental metal fence with a minimum height of 30" is to be erected. If a low wall on private property is built, the upper half of the wall should be transparent.
- j. Signs: Shall be designed per the standards in Section 8-22100 and as follows;
- Window Signage: Painted or adhered type signage on storefront windows must be of professional quality. The sign may occupy a maximum of 25% of each window area.



- Projecting Signage (perpendicular to the building frontage): May be a maximum area of 8 sq. ft., and should be located a minimum of 8' from ground level. The sign may project a maximum of 3'-6" from the building façade. Signs should include a graphic representing the business use.
 - Sign Board Area (the area above the storefront and below the upper floor windows, as seen on historic buildings): These signs may be painted on the wall, applied letters, or a board. Each tenant is allowed a board that is a minimum area of 30 sq. ft.
 - Small-scale Neon Signage: Neon Signs should be small scale and incorporate a graphic or logo image, with a maximum area of 8 sq. ft. Neon may not be used to outline a window area, and should not project from the building façade.
 - No light box signs are allowed. The existing box lights will be removed with the change in use of the business.
 - Awnings: May encroach over the sidewalk (a public right-of-way). The awning may project a maximum of 4' from the building façade. Business signage may occupy 1/3rd of the awning area.
3. **Pedestrian Circulation:** A continuous sidewalk will be provided along Bay Street per the Plan. Bulb-outs and textured crosswalks will provide safe pedestrian crossings. A pedestrian connection between Bay Street and the target area for public parking shall be developed if and when the target public parking area is developed.
4. **Vehicle Circulation:** The Plan maintains the existing two-way circulation from Trimboli to Chapel Way and expands one-way travel from Fremont Blvd to Trimboli Way. Provisions for traffic calming measures including bulb-outs at corners will be implemented per the Plan.
5. **Open Space:** New street trees and planters will be installed as shown in the Plan. A private plaza accessible to the public shall be developed at the corner of Bay Street and Trimboli Way, as shown on the Plan, as a condition of approval for new development on this property. The plaza shall be open and pedestrian-friendly and shall use materials that match those in the Plan. The Plaza shall count toward satisfying any open space requirements for residential units developed on the second or third floor of a new building. It shall also count as satisfying the setback standards described above. Because the property also contains strip commercial uses oriented to the automobile, the plaza makes the site suitable for Mixed Use development along the Bay Street frontage.
6. **Trash Service:** For properties on the south side of Bay Street between Trimboli and Chapel Way, trash for residential and commercial uses shall be scheduled to be picked up in the rear of the properties to the extent feasible with development of the Long Term Parking Concept (sheet 3 of the Plan). Until such time as trash can be picked up in the rear of properties, it shall be scheduled in the early morning hours to minimize disruption to both residential and commercial uses in the area. Empty trash bins should be promptly removed from the curb to return parking spaces to use.



7. **Streetscape Improvements:** Streetscape improvements for Bay Street will follow the design as shown on the Plan and are summarized as follows:
- Trees & Tree Wells: Trees will be spaced every 30'-35'. Tree wells will be 5' wide and covered with ornamental iron grates. Every other tree well will provide a couplet for water hose hookups to maintain the sidewalks and planters.
 - Planters will be provided at crosswalk and driveway bulb-outs.
 - New Crosswalks will be paved with colored stamped concrete in a herringbone pattern with a contrasting concrete band on both sides. The color shall be a red color to be consistent with the existing paving treatment near the Irvington Monument.
 - Bulb-outs will be installed at intersections of Bay Street and include a planter. Plants will include flowering groundcover.
 - Street Furniture: Irvington green metal vintage style benches and 45-gallon metal trash receptacles (including recyclables) will be installed as specified in the Plan. Benches shall have center arms to discourage sleeping.
 - Street Lamps: New street lamps (12' and 20' height) will replace all existing street lamps on Bay Street, and be spaced as specified by the lighting manufacturer. The 20' high streetlights should be located at all intersections to illuminate crosswalks and vehicular travel. The lamp design is based on the historic Irvington Monument style, using the "Irvington green" for the metal base, and white globe fixtures. The post will include an electric outlet near the top of the post, and the globe will have a reflective interior surface to create downward casting light. Electrical outlets also will be installed at the base of street trees.
 - Historical markers: A program should be developed to inform the public of historical events and resources in the area. Historical markers shall be incorporated along the street and on private property if a program is developed.
 - Wayfinding signs: Will be installed to show the location of bike routes, public transit and possibly other destinations.
8. **Design Guidelines:** The accompanying Bay Street Design Guidelines are incorporated by reference. The design guidelines only apply to development fronting Bay Street. Development fronting Fremont Blvd and Papazian shall be subject to the relevant Irvington Design Guidelines in effect.
9. **Historic Preservation:** Any development on properties identified as Primary Historic Resources and any changes to the exterior of these buildings are subject to Irvington Design Guidelines for Primary Historic Structures, and subject to review by the Historical Architectural Review board. The Parking Waiver for Primary Historic Resources (see above) encourages the continued active use of these resources.
10. **Approvals:**
- a. Minor Planned District Amendment subject to *staff review*: required when any of the following conditions are present and involve uses which are expressly permitted for the district or which requires a Zoning Administrator permit. In the event that the proposed development is of such a magnitude or



complexity, the Zoning Administrator may reserve the right to defer the review of the proposal to the Planning Commission.

- A mixed-use development wholly located in existing structures
- b. Major Planned District Amendment subject to Planning Commission review: required for a development when any of the following conditions are present.
 - The development is up to two (2) acres in size; and
 - The development involves all new structures; or,
 - The development includes a combination of existing and new structures; or,
 - Uses which require conditional use permit approval as part of the development; or,
 - Requests for FAR density increases up to thirty (30%) percent over the top maximum allowable density
- c. Major Planned District Amendment subject to Planning Commission and City Council review: required for a mixed-use development when any of the following conditions are present.
 - The development is larger than two (2) acres in size; or,
 - Regardless of the over-all project size:
 - The residential component exceeds the allowable density provided in this section; or,
 - Additional uses other than those uses which are expressly permitted or conditionally permitted are being requested as part of the development; or,
 - Substantial modifications or deviations are being requested as part of the development; or,
 - Requests for increases exceeding thirty (30%) percent over the maximum allowable FAR density range
- d. Historical Architectural Review Board will review projects for exterior changes, additions, or possible impacts to historic buildings only.

11. Implementation Provisions: Certain provisions noted above are modified as follows during an implementation period starting from the adoption of the Planned District and ending with the possible award of a contract for construction of the proposed street improvements:

- FAR: Calculation of FAR will be based on the total parcel area minus the area of any street improvements proposed in the Plan to be located on the parcel. Upon a showing by an applicant that the applicant is being denied all use of the applicant's property, the FAR may be calculated based upon the total parcel area upon issuance of a conditional use permit by the Planning Commission.
- Setbacks: The front-yard setback shall be determined on a property-by-property basis based on the designs for the proposed street improvements shown in the Plan. The intent of this provision is to advise property owners not to undertake improvements that may interfere with the construction of the proposed street improvements shown in the Plan. Upon a showing by an



applicant that the applicant is being denied all use of the applicant's property by being denied a zero setback, the setback may be modified upon issuance of a conditional use permit by the Planning Commission.

- Parking Credit: The parking credit for each parcel on the south side of Bay Street between Trimboli Way and Chapel Way shall not apply.

P:\2003\3403508 Bay Street \Product\Planned District\Word Docs\PD